

## BANKERS DEBATE ON THE L.

Enliven a Trip Downtown with a Discussion as to the Cause of The World's Success.

## JOHN H. INMAN DEALS IN PARABLES.

Evan Thomas Talks of The World's Triumphant Stride Since the Day It Was a Religious Paper.

If Joseph Pulitzer had offered a prize of \$1,000 for the person giving the best reason as to why The New York World has now a circulation of 433,167 a day, he would not have got a more varied collection of opinions than has been obtained from some of New York's best-known bankers and business men during the week. The marvelous growth of The World has always been a source of pride to New Yorkers for the reason that the advancement of the newspaper represented in the most tangible form the greatness and prosperity of this city. Some idea of the strides made by The World may be gained from the fact that it to-day surpasses, certainly in circulation—and most people will agree—in influence—any newspaper printed on this continent. But this is not all. In the march of progress it has slipped in the race for the highest place in the journalistic ladder all the great papers of England.

There is no paper printed to-day in London, that city with its millions of inhabitants, that can boast of the circulation now enjoyed by the New York World. This is most startling when we consider that The World, under the present management, has only been in existence since 1883, while some of the greatest London daily papers run back for more than a century. This is not alone creditable to New York, but it is something over which every American can rejoice. When it comes to pluck and skill Englishmen will have to take second place every time. Her athletes are not to be mentioned in the same breath with the sneaky Americans, her yachtsmen only come here to leave all cup to hand, and now The World has rushed ahead of all the great and powerful journals of England. No wonder John Bull is quite willing to do his best to American push and energy.

A FACT BEYOND ALL DISPUTES.

The fact that to-day The World has the large circulation of any paper printed in the English language would not be officially known had not a committee made up of the most eminent financiers known to this country, consented to go over the books of The World office and give to the public the result of their labor.

The work was undertaken partly in the interest of the public. The gentlemen who made up the committee were J. Edward Shimmons, President of the Fourth National Bank and ex-President of the Stock Exchange; Thomas J. James, President of the Lincoln National Bank and Postmaster General of the United States; A. B. Hepburn, President of the Third National Bank, ex-Chairman of the Currency, ex-Bank Examiner of the United States and ex-Superintendent of State Banks; E. W. Bloomberg, of the dry-goods house of Bloomberg Bros.; Henry Clews, of the banking-house of Henry Clews & Co., and Charles W. Taylor, Postmaster of the city of New York.

The report made by this committee on the circulation of The World takes the matter entirely out of the realm of dispute or conjecture.

The committee's statement shows that from a circulation of less than 20,000 a day one month ago, it has increased to more than 433,000 a day has been attained, all within eleven days.

The First Union of Bankers in New York, a member of one of the shrewdest rapid-transit bodies that ever tried to solve the problem of bringing Harlem with fifteen minutes' ride to The World offices this paper has occasionally stuck an editorial pin into the Commission with a view of accelerating their official movements.

Mr. Inman took these various preludes with the good intention with which they were offered. At least, that is what he told a reporter of The World who called at his office in the Cotton Exchange building yesterday to ask if he could tell why it was that The World's circulation had moved along towards the half-million point in the way it had done.

EVEN THE BANKERS DISCT. 88.

"I don't know," said Mr. Inman in reply to the reporter's question, "but any specific cause is responsible for this brilliant result. I was looking over the report made by the committee of which J. Edward Shimmons was chairman while riding downtown this morning. In the same car with me were a number of the most prominent bankers in New York. We got into a lively discussion as to what gave The World this tremendous circulation. One banker was of the opinion that it was the excellent way the immense property was managed from a business standpoint; another thought it was the unique way the news was gathered; a third and it was due to the fact that Mr. Pulitzer had struck the public fancy with his paper when it was ready to receive a favorable and wide impression.

I listened to all these opinions, and then I told the story of a fellow who grew up with me in a little village in Tennessee. He was popular as a youngster because he had ideas of his own, and he never hesitated to express them. When he became a man he still retained these characteristics. I never knew him to agree with any one. He was always popular, however. There was something about his personality that attracted people to him, no matter whether they ever agreed with him.

"Now, that is the way it is with The World. It's own path. All the old traditional pollies are thrown to the winds. Mr. Pulitzer is a youngster because he had ideas of his own, and he never hesitated to express them. When he became a man he still retained these characteristics. I never knew him to agree with any one. He was always popular, however. There was something about his personality that attracted people to him, no matter whether they ever agreed with him."

IT HELPS RAPID TRANSIT.

"He is like my old friend in Tennessee. He never finds any individual to agree with him, and what more doesn't care a rap, but when it comes to taking a view of the community as a whole it is always with him. That is why in my judgment he has made The World the greatest paper in the country."

"I don't think the attitude of The World has advanced or retarded the rapid-transit movement," Mr. Inman was asked.

"Well," replied the Commissioner, "The World has given us some pretty hard knocks, but I think it has helped along the rapid-transit cause amazingly. We have accepted The World's criticisms in a kindly spirit and hope some day to be able to win the unqualified approval of the editor of that paper."

EVAN THOMAS, who has four times been unanimously elected president of the Produce Exchange, was asked yesterday in his office, in the Exchange Building, if he would give his theory why the New York World surprised all papers printed in the English language in point of circulation. Mr. Thomas said he thought the figures given to the public by the committee which examined The World's books told their own story most eloquently.

"I have been a constant reader of The

World," said Mr. Thomas, "from the day it appeared as a Sunday-school paper. It is not generally known that The World was once a religious weekly. That was away back in the pleasant days of long ago. Then it became a regular newspaper in the sense that it came out every day. If the truth must be told, I am afraid the first bright-days The World office ever saw was when Mr. Pulitzer came on from the West and took charge of the paper. I remember that a great home-leaving took place in The World office. All the old barometers were swept out. Mr. Pulitzer took charge, and had bright men who were in sympathy around him."

ALL THE NEWS IN CLEAN TYPE.

"The World became a newspaper. It has been marvellous, but I ascribe it to two prime facts. First, its ability to get all the news, and print it in clean type. Secondly, the men who were in charge of the business end of the paper knew their business. They did not seek to mould public opinion. They allowed the editorial department to do that. They were satisfied to look out for the cash that very soon began to pour like a mountain stream into the offices of The World."

Pulitzer has never departed from his original idea. That was to make The World the greatest of all papers. He has been able to do this because he has kept clear of all entanglements, his eyes have been open to all kinds of complications, his heart has been true to the principles of his original idea. In this lies The World's strength. The men who were in charge of the business end of the paper knew their business. They did not seek to mould public opinion. They allowed the editorial department to do that. They were satisfied to look out for the cash that very soon began to pour like a mountain stream into the offices of The World."

There is something in The World to hit the taste of most everyone. That is the reason why it is every reading man's right-thinking paper. The men who were in charge of the business end of the paper knew their business. They did not seek to mould public opinion. They allowed the editorial department to do that. They were satisfied to look out for the cash that very soon began to pour like a mountain stream into the offices of The World."

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